

# Oracle Cloud Scale Monetization AI/ML Framework

As providers introduce new services, commercial models, and operating demands, they need ways to apply AI/ML without disconnecting intelligence from the charging, billing, usage, payment, receivables, collections, settlement, and revenue-management context that explains how revenue is created and managed. The Oracle Cloud Scale Monetization AI/ML Operationalization Framework helps customers and partners build and operate focused, domain-grounded AI/ML use cases using trusted monetization context and their preferred AI infrastructure, while people, policies, permissions, and authoritative systems remain in control.

## Build a stronger foundation for governed AI/ML use cases

- **Bring relevant business context to AI/ML initiatives.** Use trusted charging, billing, usage, and revenue context, together with applicable telecom business rules and operating information, to inform customer- or partner-built use cases.
- **Support innovation without prescribing a one-size-fits-all solution.** The extensible framework supports focused implementations that reflect each organization's own data, models, integrations, validation approach, and governance requirements.
- **Keep accountability where it belongs.** Model outputs can inform governed workflows, while people retain responsibility for business intent, policies, approvals, exceptions, and accountability.

## Apply intelligence where revenue operations need it most

Revenue operations depend on information that is often distributed across charging, billing, usage, customer, payment, and financial processes. Applying AI/ML without the relevant commercial and operational context can make outputs harder to interpret, validate, and govern.

Oracle Cloud Scale Monetization provides authoritative operational evidence of how services and commercial models become revenue. It brings together context across charging, billing, usage, payments, receivables, collections, settlement, and revenue management. The framework helps customers and partners use this trusted context as a foundation for focused AI/ML implementations.

The framework is not a standalone packaged AI product, a catalogue of prebuilt use cases, or a replacement for a customer's chosen data science and AI environment. It is an open, extensible foundation for operationalizing domain-grounded AI/ML close to monetization data and telecom business context.

## A framework for customer- and partner-built use cases

Oracle Cloud Scale Monetization's AI/ML Operationalization Framework provides a foundation for building, validating, deploying, and operating focused AI/ML use cases.

Each implementation is defined by the customer or partner. This includes the business objective, source data, feature design, model choice, integration pattern, validation methods, business rules, permissions, and governance. The

framework supports an approach in which organizations can develop use cases appropriate to their environment without treating model outputs as ungoverned operational instructions.

The framework consists of three services: Data, Training, and Prediction services. Together, these services support a practical path from monetization context to model development and governed use of model outputs.

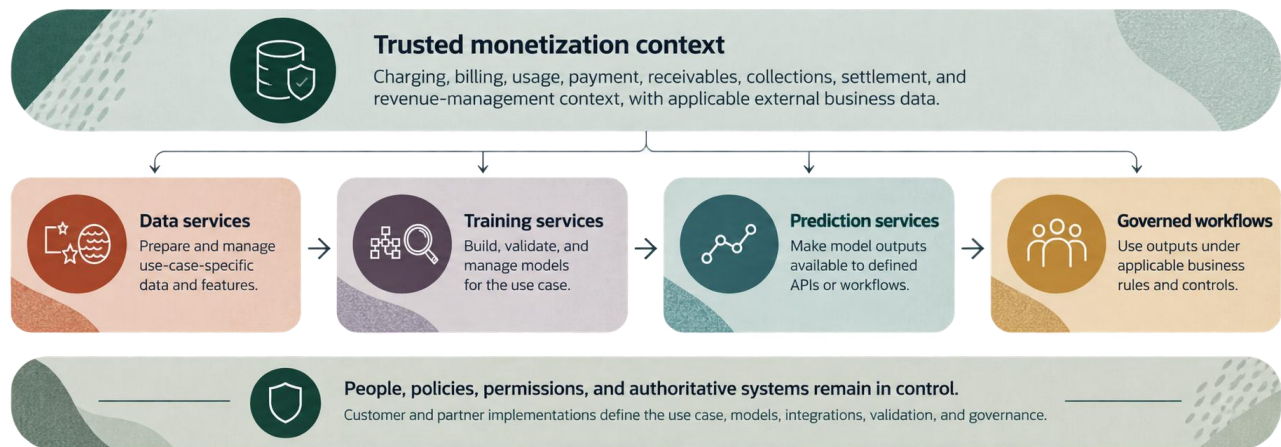


Figure 1. Cloud Scale Monetization's AI / ML framework can be used to operationalize domain-grounded AI / ML in a governed workflow.

## Data services: prepare trusted context for AI/ML use

Data services help customers and partners prepare relevant operational and commercial context for an AI/ML use case. The documented framework supports the ingestion, transformation, and feature engineering of data from Billing and Revenue Management billing and usage sources, as well as relevant external systems such as CRM environments.

Raw and processed datasets can be persisted for use in training and prediction workflows. This enables teams to organize data around a defined use case while retaining traceability to the monetization context from which it was derived.

Data services can support activities such as:

- Ingesting relevant monetization and external business data
- Transforming source data into use-case-specific datasets
- Engineering features that represent applicable usage, billing, customer, or commercial context
- Managing access to data used by the implementation

Customers and partners remain responsible for confirming data suitability, applying applicable governance and access controls, and meeting their own privacy, retention, and compliance obligations.

## Training services: develop and manage models for the use case

Training services support the development and management of models using prepared data for a specific implementation. The documented framework enables access to engineered data for model training, validation, and versioning as business needs and applicable requirements evolve.

This service supports a structured approach to experimentation and model lifecycle management. It does not provide pre-trained models for specified business outcomes. Customers and partners define the model approach, evaluation criteria, acceptance thresholds, release controls, and ongoing lifecycle practices for their implementation.

The documented framework supports Oracle Cloud Infrastructure Data Science and Data Flow services, as well as SDK-based ML services for Kubernetes or private-cloud deployments.

## Prediction services: deliver model output into governed processes

Prediction services make trained-model outputs available through the APIs or workflows defined for implementation. In the documented framework, predictions can be initiated by business events or scheduled runs.

These outputs can inform human or system workflows where customers and partners have established the applicable business rules, permissions, review points, and governance. The framework does not determine whether an output should be accepted, escalated, overridden, or used in an operational process.

This approach enables teams to incorporate relevant model outputs into governed processes while authoritative systems, approved rules, and accountable people remain responsible for execution and control.

## Reference implementation: next-best-offer recommendation

The AI/ML framework provides a next-best-offer recommendation reference implementation. It demonstrates how the framework can connect monetization and related customer context to a focused AI/ML workflow.

The template illustrates the preparation of customer usage patterns, billing data, subscriber profiles, and related commercial history as features; the development and management of a model through training services; and the availability of outputs to consuming applications through prediction APIs.

This is a reference implementation, not a packaged next-best-offer product or a guaranteed business outcome. Customers and partners can extend it to meet their own requirements, including their data sources, models, offer logic, application integrations, validation methods, permissions, and governance.

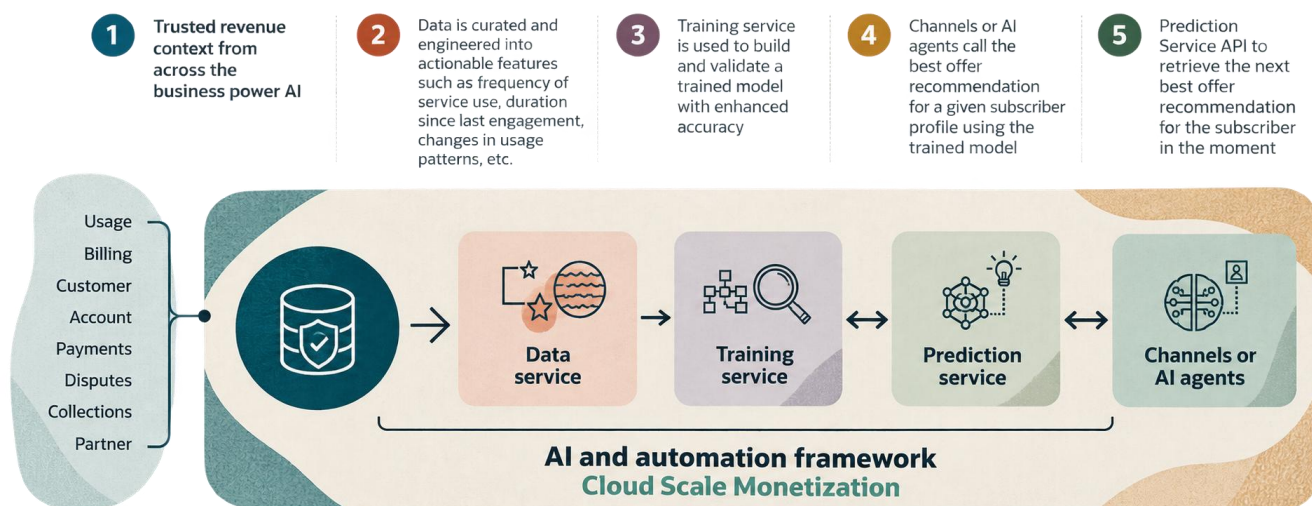


Figure 2. AI-enabled Next Best Offer (NBO) in action using the AI / ML operationalization framework.

## Integration and operational flexibility

The AI/ML framework is intended to support customer and partner choice. It can be used with a customer's or partner's preferred AI infrastructure, subject to validated integration requirements.

Its modular structure allows organizations to focus on a defined use case and integrate the framework with the systems and workflows relevant to that use case.

## How the framework fits within Oracle Cloud Scale Monetization

Oracle Cloud Scale Monetization is a complete, modular monetization solution that brings together converged charging, billing and revenue management, usage-data mediation, and service control. Its modular approach enables organizations to adopt and extend capabilities in line with their priorities and existing environment.

The AI/ML Operationalization Framework can use trusted context generated through these domains; it does not replace them.

- Oracle Communications Billing and Revenue Management provides billing, revenue-management, payment, receivables, collections, settlement, and related commercial context.
- Oracle Communications Elastic Charging Engine provides converged charging and real-time balance-management context.
- Oracle Communications Offline Mediation Controller provides controlled usage-data mediation context.

Together, these capabilities provide the operational evidence that customers and partners can use, alongside applicable external sources, when developing and governing focused AI/ML use cases.

## Summary

Oracle Cloud Scale Monetization AI/ML Operationalization Framework is an open, and extensible foundation for customer- and partner-built AI/ML use cases. It helps organizations use trusted telecom monetization context through data, training, and prediction services while retaining the flexibility to select the AI infrastructure, models, integrations, and governance practices appropriate to their environment.

The framework supports a practical approach to domain-grounded intelligence: establish the relevant context, validate the implementation for its intended purpose, and use model outputs through governed processes in which people and authoritative systems remain in control.

## Learn more

Learn more about Oracle Cloud Scale Monetization at [oracle.com/cloud-scale-monetization](https://oracle.com/cloud-scale-monetization)

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